

One-Page Marketing Plan

Turn your marketing direction into calm, organized action.



Choose one realistic planning period. Short answers are enough. Select only actions you can maintain.

Planning period: _____ Created on: _____

1 MY GOAL

What result should my marketing help create?

2 MY AUDIENCE

Who am I trying to reach, what do they need, and where do they look for help?

3 MY MESSAGE

What do I offer, how does it help, and why is it a suitable choice?

4 MY MARKETING ACTIONS

Choose one to three activities that connect your audience to your goal.

1 _____

2 _____

3 _____

5 MY BUDGET

How much money and working time can I comfortably use?

Money: _____ Time: _____

6 MY SCHEDULE

What will I do each week or month?

7 MY REVIEW DATE

Date: _____

At the review, I will ask:

☐ What did I complete?

☐ What produced useful signs?

☐ What did I learn?

☐ What should continue?

☐ What should improve or stop?

☐ What will I change next?

One decision after the review: _____